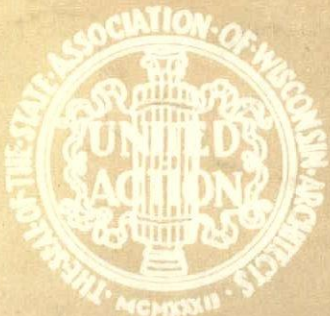


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# WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE STATE ASSOCIATION OF WISCONSIN  
ARCHITECTS — THE WISCONSIN CHAPTER A.I.A. AND THE PRODUCERS  
COUNCIL CLUB OF WISCONSIN

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JANUARY

1948

VOL. 16 NO. 1

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*APR 30 1948*

## THE WISCONSIN ARCHITECT

Official Publication

The State Association of Wisconsin Architects

Wisconsin Chapter, The American Institute of Architects

Producers' Council Club of Wisconsin

LEIGH HUNT, F.A.I.A., Editor and Publisher

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### JANUARY BOARD MEETING OF THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS

The Executive Board of the State Association of Wisconsin Architects met in the Colonial Room of the Plankinton House, Milwaukee, Saturday, January 9, 1948.

Present: Emiel F. Klingler, Harry W. Williams, Edgar H. Berners, Sylvester Schmitt, Sylvester J. Stepnoski, William Kaeser, Allen J. Strang, Carl Schubert, Carl L. Ames, Leigh Hunt, Mark F. Pfaller, and Robert S. Chase.

By Proxy: Gage M. Taylor.

Absent: A. J. Seitz.

#### COMMITTEE APPOINTMENTS

The meeting was called to order by President Pfaller at 11 A.M., and the first order of business was the appointment of committees by the Board.

Legislative: Walter G. Memmler, Chairman; Leigh Hunt, Secretary; Sylvester Schmitt, Lewis Siberz, Gage M. Taylor, Frederick W. Raeuber, and Robert S. Chase.

Publicity: Leigh Hunt, Chairman; Harry W. Williams, Emiel F. Klingler, Gage M. Taylor, Sylvester J. Stepnoski, William V. Kaeser, and Al J. Seitz.

Educational: Leigh Hunt and Carl Ames, Co-Chairman; William V. Kaeser.

Practice Committee: Arthur L. Seidenschwartz, Chairman; Emiel F. Klingler, Harry W. Williams, Edgar H. Berners, Gage M. Taylor, Sylvester Schmitt, Sylvester J. Stepnoski, Allen J. Strang, William V. Kaeser, Carl W. Schubert, Carl L. Ames, Leigh Hunt, John P. Jacoby, Mark F. Pfaller, Al J. Seitz, Robert S. Chase and Edmund J. Schrang.

Membership: Edgar H. Berners, Chairman; Albert F. Larson, Gordon J. Feldhausen, Sylvester Schmitt, William V. Kaeser, John P. Jacoby, and Robert S. Chase.

Building Codes: Allen J. Strang, Chairman; Leigh Hunt and Mark F. Pfaller.

Small Homes Plan Book: Allen J. Strang, Chairman, and Board members.

It was moved by Mr. Klingler and seconded by Mr. Ames, that the committee Chairmen and members be approved and formally appointed.

A motion by Mr. Berners and seconded by Mr. Klingler, that an invitation be sent to all members of the State Association of Wisconsin Architects to participate in the Small House Plan Book, and that an accompanying letter explaining the request for the voluntary contribution, be sent to those who had not paid their dues, or had paid their dues but had sent no contribution. The motion was carried.

It was moved by Allen Strang that a communication be sent to the members of the State Board of Control requesting that they appoint either an engineer or architect. Carried.

With reference to a letter to Mark Pfaller from the Wisconsin Society of Professional Engineers that a committee be formed, it was moved by John Jacoby and seconded by Emiel Klingler that the President make an acknowledgement of the request. Carried.

A motion was made by Leigh Hunt and seconded by Sylvester Stepnoski that Allen Strang, Chairman of the Small House Plan Book, prepare a sample page of the book and necessary prints for selected state newspapers for publicity. Carried.

The meeting was adjourned at 2:50 P.M.

Respectfully submitted

LEIGH HUNT, Secretary

### WISCONSIN CHAPTER NEWS BULLETIN

At the membership meeting held on January 14th the announcement was made that additional contributions had been received toward the Chapter's Educational Endowment Fund. These contributions are very much appreciated, and I believe that our members generally feel that the educational program activity is one of major importance.

As you know, the Educational Endowment Fund is intended to be used to further the education of persons interested in architecture and who are not in a financial position to obtain such schooling. It is also intended to sponsor and partially finance architectural design classes and to make such service available to local draftsmen and students who cannot normally obtain this education in local schools. We refer particularly to the Class in Architectural Design now being carried on at the Layton School of Art and which permits students to become registered with the Atelier, and submit problems for judging. The work done to date by this class is really outstanding and our membership can be justly proud in having a part in making this activity possible.

It is hoped that the Chapter's Educational Endowment Fund can ultimately be developed to a point where the income from such fund will be sufficient to carry on the work.

Your attention to this subject is solicited. Any amount that you can spare will be appreciated.

F. A. LUBER, Secy.-Treas.  
Wisconsin Chapter A.I.A.

## AN INVITATION TO THE MEMBERS OF THE STATE ASSOCIATION OF WISCONSIN ARCHITECTS TO PARTICIPATE IN THE SMALL HOUSE PLAN BOOK

The way was cleared at last on Saturday in Milwaukee by action of the Executive Board of the State Association of Wisconsin Architects for the publication of the much-talked-about SMALL HOUSE PLAN BOOK. Briefly the procedure, as it has been proposed by the Committee, is as follows:

1. A book containing a minimum of 25 Small House plans, each consisting of a perspective and floor plan and other pertinent information together with a brief description of the merit of each plan, are to be the function of the Architect and his place in the building industry. The book will be bound with a plastic binding and an attractive two color cover and will be printed by the off-set printing process. Working drawings are to be prepared for each of the designs submitted in accordance with uniform rules established by the Committee. A standard specification will be prepared by the Committee which will cover all plans prepared.
2. Distribution is to be accomplished by obtaining publicity in the leading newspapers of the State. Plans and descriptions will be made available weekly to the participating newspapers together with the information that complete Plan Books as well as Working Drawings and Specifications are available at the office of our Secretary. It is planned to sell the books for \$1.00 each and to provide working drawings and specifications at a price of \$30.00 for the first set and \$5.00 for each additional set.
3. The printing expenses and distribution expenses are to be paid out of the current funds available through the State Association. This will be in the nature of a revolving fund which will be replenished by sales from the book. Proceeds from the sale of the plans themselves will be divided on an equitable basis between the Architect preparing the plan and the State Association, the Association retaining only enough to pay for printing and distribution costs.

Here are the rules which are to be followed if you are interested in participating in this PLAN BOOK:

- A. Participants must have in the hand of Leigh Hunt, State Secretary, by Friday, January 30, a 1/8" scale floor plan together with a couple of elevations or a perspective in preliminary form so that the Board of Directors, which meets on Saturday the 31st of January, can inspect the plans and make selections for the book. These drawings are not final and should be treated only with sufficient detail to give the Directors a clear idea of the scheme submitted. Drawings should be made on 8 1/2" x 11" sheets; it is suggested that blackline or blueprints be submitted. Plans are to have between 600 and 1200 sq. ft. of finished living floor area and shall conform with the standards of the Federal Housing Administration in Wisconsin. Thought should be given to saleability of the house, the possibility of expansion, economy of construction, flexibility of orientation as

well as the manner in which the house would fit on a standard City lot. It is our hope that this PLAN BOOK will be considerably above the level of the average plan book and that it will have many stimulating ideas which are not present in the average book now on the market. We also hope that there will be interesting variation in the type of plans and the exteriors.

- B. From the plans submitted those which are felt to be suitable for publication will be selected. Where practicable, the Committee will make certain changes before the plans are accepted. Those whose plans are accepted for publication must agree to furnish a final perspective and floor plan together with a description of the plan of approximately 150 words not later than February 15th. The drawings are to be placed on a sheet of gray paper furnished by the Committee, and in accordance with rules which will be stated later.
- C. While the material submitted on February 15th is being prepared for printing and is being distributed to the newspapers, each participant is to proceed at once with the preparation of complete working drawings so that these will be available as requests come in for them. Uniform printed sheets and rules will be provided to each participant at the proper time.

You may rest assured that this book is going to be published and that it is going to be a source of favorable publicity to the Association throughout the State. This is your opportunity to get in on it if you are interested. In the interests of accomplishing the job, you will have to abide by the rules and findings of the Executive Board. Make your sketches on standard letter size sheets 8 1/2" x 11" with plans on one sheet and perspectives on another sheet. Be sure to include your name on each sheet. You will be advised at once as to whether your plan has been selected together with full instructions for procedure from that point.

ALLEN J. STRANG, *Chairman*

SMALL HOUSE PLAN BOOK COMMITTEE

January 12, 1948

January 17, 1948

Dear Fellow Member:

There has been some confusion as to the voluntary contribution item on bills sent out for 1947-1948 dues. This contribution was authorized by the 1947 Convention so that the Association can carry on projects for improving the status of the Architects in the Association. We are now about to publish a book of Small House Plans as outlined on the enclosed report from the SMALL HOUSE PLAN BOOK Committee of which Allen J. Strang is Chairman, and we need money to do this. The money in this case will be used as a revolving fund and will be repaid out of profits from the sale of books so that it can be used again for a worth while purpose. This letter is being sent to you at the request of the Board.

Very truly yours,

LEIGH HUNT, *Secretary*

# SEVENTH DISTRICT OF STATE ASSOCIATION OF WISCONSIN ARCHITECTS

## MINUTES OF DINNER MEETING

January 12, 1948

A meeting of the Seventh District of the State Association of Wisconsin Architects was held at 6:30 P.M. in the upper dining room of the Ace Food Company on January 12, 1948.

The opening discussion related to the proposed new City Building Code. Fred Luber explained the development of the Code and stated it is partly a specification type code and partly a performance type code. Mr. Harry Glisch, of the City Building Inspector's office, gave the view of the Code from the angle of an inspector. He summarized his talk with the statement "A Code is a Book of Rules and the Inspector is the Field Judge."

Gerald Rice, attorney, outlined problems of coordinating the State and the City Codes. He suggested that the Seventh District request that a Board of Appeals on code rulings be established.

There were many suggestions from the floor including a request that the Code also include restrictions on professional practice of architects and engineers. The chairman, Fritz von Grossmann, summed up the suggestions that a larger committee review the chapters of the proposed code and submit their suggestions to the Seventh District members.

The following men volunteered for this service: Frank Drolshagen, Myles Belongia, Walter Trapp, Urban Peacock, Thomas Kemp, Walter Domann, John Jacoby, Stanley Rypel, Gregory Le Febure and Mark Pfaller.

The second part of the program was a demonstration and lecture by Chester Mayer, a sculptor, relative to Foam-Glass as a medium for sculptural expression.

Twenty-five architects attended the meeting.

Respectfully submitted,  
PAUL C. BRUST, Secretary

## MINUTES OF MEETING FEBRUARY 2, 1948 THIRD AND FIFTH DISTRICTS WISCONSIN STATE ASSOCIATION OF ARCHITECTS

The combined meeting of the Third and Fifth Districts, Wisconsin State Association of Architects, was held February 2, 1948, at the Chilton Hotel, Chilton. After dinner, S. J. Stepnoski, president of the Fifth District, called the meeting to order. After the reading of the minutes and approval of the same, the items of new business discussed were as follows:

A discussion and an explanation of the Small House Plan Book was given to the District members by their Executive Board representatives.

This was followed by a few remarks with respect to unification.

Mr. Wertz led a discussion with reference to changes at the Industrial Commission and explained recommendations that have been forwarded by the Professional Engineers with reference to filling vacancies in the Building Safety Department.

Mr. Allen was instructed to contact Professor Brown of Lawrence College with reference to speaking at the next meeting which is to be held at Chilton, Wisconsin, in April.

Mr. Yoder of the Portland Cement Association continued his discussion on reinforced concrete. His discussion was principally concerned with elementary specification requirements such as choice of aggregate, water-cement ratio, proportioning of aggregate and a brief summary of proper specification procedure.

Motion by Mr. Raeuber, seconded by Mr. Allen to adjourn.

Present from the Fifth District were: Mr. Brandt, Mr. Brown, Mr. Raeuber, Mr. Schmitt, Mr. F. J. Stepnoski, Mr. S. J. Stepnoski, and Mr. Wertz.

Present from the Third District were: Mr. Allen, Mr. Berners, Mr. Narvek, and Mr. Schober.

Present as guests were: Mr. Marx and Mr. Lucats.

FRANK J. STEPNOSKI, Secretary

Fifth District

State Association of Wisconsin Architects

## PRODUCERS COUNCIL PRESIDENT ADDRESSES LUMBERMAN

Grand Rapids, Michigan, February — The Industry Engineered Housing Program is making excellent progress and has received added impetus as a result of interest it has attracted in Congress, David S. Miller, President of the Producers' Council, said here today in an address before the Michigan Retail Lumber Dealers Association.

"The Joint Congressional Committee investigating the housing shortage requested a detailed explanation of the program and members of the committee were impressed with the savings in home building costs which will result from the program," Mr. Miller said.

"In addition, the engineered housing was singled out for special comment in a report by a subcommittee which made a study of ways to lower the cost of building.

"The extent of the savings should be demonstrated this year through the studies of time-savings being conducted at the University of Illinois, in which engineered housing is being used, and through the cost records of individual builders who plan to erect thousands of engineered dwellings this year in all parts of the country and under widely varying conditions.

"One of the basic principles in the engineered housing program is the use of modular coordination which makes it possible to combine materials with a minimum of costly cutting and fitting on the construction site. In addition, the dimensions of the homes are coordinated with the dimensions of standard, low-cost materials, thus bringing further savings in both time and materials.

"The program which was developed jointly by the Producers' Council and the National Retail Lumber Dealers Association, is generally recognized as the most significant plan for reducing building costs that has been developed in many years."

E. S. VERHALEN, Secretary

Wisconsin Chapter

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## PROLOGUE TO PROGRESS

By THOMAS S. HOLDEN

President, F. W. Dodge Corporation

The ten years which have elapsed since this Washington Building Congress was founded have been years of confusion, years of conflict, years of decision.

In 1937 our economy, barely convalescent from a serious illness, suffered a relapse. It was a year of industrial recession, a year of costly pump-priming experiments, a year of court-packing and other attempts to change our political, economic and social structure into something new and different from that which it had always been. In the midst of perplexity and confusion the American people seemed to have lost faith in their destiny.

The defeatism of those years had not been overcome when the greatest war of history caught us in its toils. Our people entered into this gruesome enterprise with a spirit of grim determination to win, but with, at first, little enthusiasm for the future that might lie beyond a military victory.

In a talk I gave before the Michigan Society of Architects in April 1942, I listed four sets of fears that so clouded the thinking of the American people at that time that many of them who never doubted that we could win the war were almost certain we could not win the peace. Those fears were: fear of a depression when all-out war production stopped, fear of an unmanageable national debt, fear of Russia and fear of socialism. Even then there were people, of whom I was one, who believed that those fears were exaggerated and that those problems would be successfully met.

Let us look at the record.

Reconversion of our economy to the uses of peace has been accomplished, not with a depression, but with the greatest volume of production and of employment in our peacetime history. A beginning has been made toward reduction of the federal debt; it is still a major problem, but everyone knows that prudence and good management can handle it.

Russia's postwar behavior has been a shock to those who believed it would be comparatively easy to find a satisfactory live-and-let-live basis for getting along with our one-time ally. I do not consider myself competent to appraise the menace of Russia's postwar behavior. But, in this connection, I would like to quote a statement by Walter Lippmann, one of our most intelligent observers of international affairs, who recently returned from Europe. On November 4, he said:

"My strongest impression after a tour in eastern and in western Europe and in Germany, is that the Russians have lost the cold war, and that they know it. We, on the other hand, do not know this, and are afraid to believe it, have mistaken the violence of Mr. Vishinsky's language for Russian power, and are, therefore, unprepared to use constructively the opportunity for a European settlement which is closer at hand than we think it is. . . . Our problem is not how to contain the Soviets. They are contained. It is to push toward a settlement which permits the recovery of Europe and of the world, and to relax the tension, to subdue the anxiety, and to end the panic."

With the fourth menace to their postwar peacetime progress, socialism, the American people have dealt effectively. To be sure, they were never asked outright to vote for socialism, and thus have had no direct opportunity to vote it down. But under the guise of national economic planning various socialistic programs have been offered and tried out; most of them have been rejected. The planners who tried to perpetuate OPA, the ones who tried in 1946 a vast government housing program and conspicuously failed with it, and the ones who have recently concocted a new synthetic crisis out of the Marshall plan and the current price inflation are, I believe, in full retreat. Our people have not only poured many billions of dollars into socialistic experiments at home; they invested another three and three quarter billions in the British national planning experiment. Perhaps that final object lesson in futility was worth the price.

The idea of national planning seems to thrive best in an atmosphere of fear and defeatism. In the mighty effort of war the American people rediscovered their own strength and their own capacity. They conquered fear. They recalled in time that their own freedom was more precious than the supposed security offered by the planners. They recovered their ancient faith in American ideas and in themselves. Again quoting Walter Lippmann (and this is something he wrote five years ago): "There has come out of the nation itself, out of this people who have not been very pleased with themselves for twenty years because they were not using their faculties for great ends, a veritable explosion of national energy which will shake and shape and alter the world." Another writer, John Gunther, concludes his recent book, *Inside USA*, with this statement: "This country is, I once heard it put, absolutely 'lousy with greatness'—with not only the greatest responsibilities but with the greatest opportunities ever known to man."

This energy of which Mr. Lippmann spoke, this energy which shakes and shapes and alters the world, is the stuff of which a great civilization and a great society are made. It is the ingredient which cannot be measured, weighed or enumerated in statistical tables. It is, therefore, the factor that the planners cannot control; sometimes I wonder if it isn't something they do not understand.

In spite of our censuses of population, our maps of natural resources, our inventories of factories, schools, churches, automobiles and telephones, our American society is not easy to understand. Here is what an outstanding American, David Lilienthal, said a short while ago: "What we have, actually, is not a system at all, but almost its opposite, that is, a society of the greatest imaginable diversity and flexibility, taking

things as they come, deciding how to handle situations by the facts of each situation itself — 'doing what comes naturally.' The only way in which it can be said to be a 'system' is to say our 'system' is to have no system." I might sum up by saying that a system is that which defines limitations, whereas our American society is one which defies limitations. The American economy includes three and a half million independent business enterprises and six and a half million farms, a total of ten million centers of economic initiative. It is impossible to conceive any system originated by planners with finite minds which would not measurably curtail the energy, resourcefulness and invention of such a society.

A friend of mine once described to me the difficulty of understanding our society and our free enterprise by asking me to think of the bewilderment of an observer from Mars who might find himself in New York's Grand Central Terminal at the rush hour. Viewing the milling crowds moving in all directions at once, he would likely say: "This is chaos." But it isn't chaos. Every man and woman and child knows exactly where he is going. His destination is his own business, whether it be Chicago, Montreal, Mamaroneck, or the Lexington Avenue exit. He expects the terminal officials to supply him with an information booth, ticket windows, time tables, gates with the trains plainly marked, and a few other essential services and conveniences. He decides his destination and finds the way to get there. An excellent way to produce chaos would be to try for detailed regulation of the traffic. The chaos which the Martian seems to see rests in the limitations of his own comprehension. Put an economic planner in there and he will soon turn out to be a policeman.

To this society without a system history has passed the torch of western civilization, the responsibilities and opportunities of leadership in the western world. A nation which, in bewilderment, ran away from its destiny twenty-five years ago, is now facing its destiny

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in sober, quiet confidence. Can there be any doubt that this country will meet its peacetime responsibilities? Can there be any doubt that, in meeting them, it takes advantage of the greatest opportunity for expanding prosperity that this or any country ever had?

An expanding civilization must build. Every new industrial enterprise, every new social organization, every new means of transportation, every new family, every new program in the fields of religion, education and public health, requires appropriate facilities of the most advanced type. The opportunities for advancement of the American construction industry coincide with the opportunities for advancement of American civilization and prosperity.

What kind of construction industry can best serve this vital and dynamic American society?

Should not the American construction industry be itself vital and dynamic, characterized by maximum diversity and flexibility? Should it not progress through development of sound and ever-improving standards, without ever becoming standardized? Should it not live by rules that guide but do not regiment? Should it not be capable of producing, with a minimum of time and effort any kind of structure, at any time, anywhere?

I am convinced that, of all our great American industries, construction is the one which combines greatest diversity and flexibility with high technical and managerial competence. If proof is needed, the vast and manifold performance in war construction can be cited. This industry didn't need to convert to war, or reconvert to peace; it simply did what came naturally.

To meet the urgencies of war mobilization and war

production it switched overnight from office buildings, schools, churches and other civilian facilities to naval bases, cantonments, flying fields, shipyards, war plants and war housing. In a brief time it doubled its prewar capacity, completing in 1942 the largest total volume of construction of any year in the country's history. Many of its projects were completed ahead of schedule. Even while work proceeded at breakneck speed, there were adopted startling innovations in design and construction methods. In the midst of war a modern efficient home-building industry was created. Builders applied their assembly line techniques to building ships, their management know-how to operating industrial towns and wholesale forwarding and shipping of millions of tons of war material abroad for account of the armed services. Within the armed services themselves the army engineers and the Seabees displayed energy and resourcefulness not surpassed by any other branch.

Unfortunately, the great performance of the American construction industry, in war and peace, is not half appreciated by the American people. This people, with its love of short-cuts, has grown into easy acceptance of slogans in lieu of truth; and one of the most frequently repeated slogans is the one about the supposed backwardness of the construction industry. So often has this silly statement been reiterated by so-called housing experts, facile journalists and radio commentators, that the idea of backwardness has become fixed in the public mind; even some people in the industry have begun to believe it.

I would like to ask this question: To what other country shall this backward industry look in order to

1915



\*22 KWH per mo.

1930



\*50 KWH per mo.

1945



\*116 KWH per mo.

1960



\*Actual Average number of KWH used, per month, in Milwaukee homes.

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get its methods up to date, to improve its know-how and to win the commendation of its critics? The fact is that during the war such countries as Great Britain, Russia and France sent official commissions of architects, engineers and builders over here to find out how our construction industry functions. They don't seem to think we're backward.

Show me any other country which, during the war, developed revolutionary new techniques of factory design and layout. Show me another country that can match the parkway systems of Westchester County and Connecticut. Show me another country where the family of average income is better housed, in better neighborhoods and with more comforts and conveniences, than in the United States. Show me another country where an Empire State Building can be completed in eighteen months. And, finally, will you please show me any other country which wastes so many millions of words belittling the capacity and accomplishments of its builders?

"But," say the critics, "that isn't what we meant. Just look at the automobile industry." Well, let's look at it.

The American automotive industry is a marvelous industry, one of America's modern industrial miracles. It makes motor vehicles, and makes them better and cheaper, than any other motor vehicle manufacturers can make them. It makes a reasonable variety of passenger cars, trucks and trailers. It has made them so well that its product has wrought vast changes in the economic and social life of America.

But what does the construction industry make? It makes the parts factories, and the assembling plants where the automobiles are made. It builds the sales rooms, the service stations, the public and the private garages. It builds the hard-surfaced highways and the scenic parkways, and the bridges over which the automobiles travel. It makes these and many other things. It builds passenger and freight terminals and airports. It builds schools and hospitals and churches. It builds hotels and apartment buildings and houses. It lays down water mains and sewers. In each of these many categories it builds to many different designs, to meet the varying needs of ten million enterprises and a hundred and forty million people.

For such an industry the criterion of competence is its diversity and flexibility, its ability to do its own job well, and its capacity to progress, not its similarity to or dissimilarity from another industry whose functions are totally different. I maintain that there is no common yardstick by which these two great industries can be compared in order to evaluate their relative efficiency. Seen in true perspective, the job of producing motor vehicles is a very simple thing compared with the job of designing and producing all the apparatus for a diverse and complicated civilization. The construction industry is called upon to create facilities for production, transportation, commerce, education, religion, recreation and the 24-hour a day living requirements of 140,000,000 people.

Both industries are currently facing a common problem, the problem of catching up with a backlog of accumulated demand in a period of shortages and

price inflation. This year, second full year after cessation of hostilities, housing completions will reach an estimated 85 to 90 per cent of previous peak production; passenger automobile production will be 75 to 80 per cent of its previous peak. The would-be car purchaser is currently promised delivery in 12 to 14 months if he is ordering a Ford, eight to 10 months if it is a Buick. He can get immediate delivery of a new car by paying a stiff premium price to a so-called used car dealer. Many prospective purchasers of houses are also having to wait. Purchasers of used houses have been paying scarcity prices, just as purchasers of used cars have been doing. Purchasers of new houses have had to pay premium prices, not charged in any dealer's mark-up but in the scores of excess cost items that the builder has had to pay in the shortage market.

Here are two major industries, both operating under the difficult conditions of transition from war to peacetime production, both as yet unable to meet current demands. Yet I have heard no one charge the automotive industry with inefficiency or backwardness, or

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suggest that the government could do a better job. The automotive industry has a better press.

If the American people can be persuaded to appraise the construction industry by the best of its accomplishments, and by the high competence of its average accomplishments, they will learn to be proud of it. They must somehow be brought to realize that you cannot have diversity and flexibility without a large measure of freedom, and that you cannot have freedom without tolerating a fair degree of variation in competence and in business practices. As I see it, the way to improve the industry's efficiency is to liberate it from the little monopolies and the petty restrictive systems that impede its forward progress.

Those abuses which are most frequently criticised are only partly of the industry's making. They consist principally of monopolistic or uneconomic practices at the local level. Certain of them are deeply embedded in federal, state and local laws. I am thinking of the immunities of labor unions from anti-trust prosecution, of licensing laws and laws restricting or regulating bidding practices, and local building codes. Beyond these outmoded laws are restrictive trade practices that limit competition and block progress. It is to be hoped that current Congressional investigations will point out sound ways in which some, if not all, of these abuses can be corrected.

Federal legislation may liberate the industry or it may impose new shackles on it. The Federal Home Loan Bank System and the FHA liberated home building from the handicaps of horse-and-buggy home finance. The standards they established contributed greatly to the progress that has been made in house design and in home-building methods during the past ten years. Use of these home-financing facilities has been voluntary, not compulsory. Therefore these institutions have served to widen opportunities for building progress. How different was the philosophy of the veterans' emergency housing program, which sought to accomplish its purposes by means of controls and restrictions; it failed as it deserved to fail.

In his recent speech which I have already quoted earlier in this talk, Mr. Lilienthal mentioned a third characteristic of our society which is just as important as its diversity and its flexibility. He said: "I am asserting that the vitality of our distinctive institutions of production and distribution of goods depends not upon rigid and fixed economic principles, but upon ethical and moral assumptions and purposes; that our unparalleled productivity and standard of living are not the consequence of an economic system, but rather the other way around; that our economic success and our flourishing economic institutions are the consequence of our ethical and moral standards and precepts, of our democratic faith in man. We have ethical guide lines in this country. We have developed rather highly a sense of what is right and what is wrong, of what is fair and decent, and what is just crude use of arbitrary power."

This Washington Building Congress was founded ten years ago, a free association of construction industry men, dedicated to promotion of ethical standards in the construction industry, to promotion of technical competence and improved relationships among the diverse groups that form the industry. Your progress

and the progress of your industry throughout the nation has paralleled the progress of our great country. It has been a progress from doubt and defeatism to renewed faith, a progress from struggle to accomplishment. I congratulate you on the successes of the past ten years. I congratulate you on the great future that lies ahead, for our country, for our industry, for those organizations and associations that work unceasingly for better understanding, better service, and better accomplishment. The past is only prologue.

### MILCOR STEEL COMPANY BECOMES INLAND STEEL PRODUCTS COMPANY

On January 1, 1948, Milcor Steel Company, nationally known fabricator of sheet metal building products and specialty items, changed its name to Inland Steel Products Company. Company spokesmen, in making the announcement, gave two reasons for the change. First of all, the new name gives a clearer picture of the firm's business, which is the fabrication of sheet metal products and not the production of steel. Secondly, the new name gives formal expression to the firm's relationship as a subsidiary of Inland Steel Company.

Although the name is new, the company itself is an old, long established Milwaukee concern. It was organized in 1902 as the Milwaukee Corrugating Company with production limited to Roofing, Raincarrying Equipment and Metal Ceilings. Other types of sheet metal building products were rapidly added to the line, and as the demand for these products grew, new branch plants and warehouses were acquired in other cities and the main plant in Milwaukee was doubled in size. In 1930 the name was changed to Milcor Steel Company, because the old Corrugating Company name was no longer adequately descriptive of the diversified line of items being produced. On July 1, 1936 Milcor was purchased by Inland Steel Company and became a subsidiary of that firm. With the acquisition of the J. M. & L. A. Osborn Company in 1946, four new branches were added, bringing the total number of branches up to ten and giving Milcor strategic distribution locations from coast to coast. In addition to the main plant at Milwaukee, Wisconsin, branches are located at Baltimore, Md.; Buffalo, N. Y.; Chicago, Ill.; Cincinnati, Ohio; Cleveland, Ohio; Detroit, Mich.; Kansas City, Mo.; Los Angeles, Calif.; and Rochester, N. Y.

Inland Steel Products Company will continue to use the "Milcor" trade name to identify its products.

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## PRODUCERS' COUNCIL APPOINTS INFORMATION COMMITTEE

Formation of the Construction Industry Information Committee which will undertake to inform the public about the performance and progress of the building industry was announced by David S. Miller, President of the Producers' Council.

"Mr. Melvin H. Baker, President of the National Gypsum Company, Buffalo, has been appointed Chairman of the Committee," Mr. Miller said.

"More than 130 individual companies engaged in the manufacture of building materials and equipment are participating in the program.

"The Committee will conduct a broad fact-finding program to determine the current status of the building industry in order to keep the public closely informed regarding the progress which the industry is making in meeting the housing shortage and other problems.

"The Committee also will provide individuals throughout the industry with a factual basis for correcting erroneous and uninformed statements about the building industry. In addition, it will explain to the public the importance of building activity to the national economy.

"Cooperation of other branches of the building industry will be requested on various phases of the program in order that the facts developed may reach the maximum number of people, including the estimated 7,500,000 individuals who are engaged directly or indirectly in some phase of construction.

"The Committee has engaged economic and public relations counsel. Its offices will be in Washington, D.C."

New modular sizes of building materials adopted to reduce building costs are coming onto the market in increasing numbers and more than 600 individual manufacturers now are producing or are prepared to produce their materials in coordinated sizes, David S. Miller, president of the Producers' Council, national organization of building products manufacturers, stated Saturday.

"Modular materials now are available from 65 manufacturers of brick and tile, 487 concerns producing concrete masonry units, 23 producers of wood windows, 25 companies manufacturing steel windows, 2 glass block producers, and 3 concerns which manufacture special window products," Mr. Miller said.

"Other producers of those products are preparing to turn out modular sizes in the immediate future.

"A committee of the American Standards Association is studying modular standards for wood and metal doors, solid section cellar sash, aluminum windows, precast masonry lintels and sills, brick chimneys and fireplaces, kitchen cabinets, sinks, ranges, refrigerators, laundry equipment, toilet partitions, and shower stalls.

"Numerous other standard products, such as various types of wall board have customarily been produced in sizes which are coordinated with the dimensions of the new modular materials and thus conform to the program without change.

"Modular materials already are being used extensively in the veterans' hospital program and in other new buildings, including the Industry Engineered Housing Program."

## ANNOUNCEMENT OF PROGRAM OF LITERATURE COMPETITION

SPONSORED JOINTLY BY THE AMERICAN INSTITUTE OF ARCHITECTS AND THE PRODUCERS' COUNCIL

*The Architect and Product Literature:* The objectives which formed the basis of the original Agreement of Affiliation between The Institute and The Producers' Council were:

- "a. A closer and more professional relationship between architects and the producers of materials, and
- "b. The issuance of more trustworthy information regarding materials and their use."

The BULLETIN of The Council has been pointed in the direction of the second of these objectives.

While improvement has been noted in much of the product literature intended to be technically informative, during the quarter century of this Affiliation, complaints are frequently heard that much product literature fails to provide the authoritative data and technical information necessary for a proper appraisal of the product described, its comparison with other products, or the methods of installation, use, or application best adapted to insure its satisfactory performance.

*Objective "b" Still an Objective:* This has led The Institute and The Council in the reaffirming of the Agreement of Affiliation, to include the following restatement of the original objective "b," "TO RAISE THE STANDARDS OF ADVERTISING AND THE DISSEMINATION OF USEFUL DATA AND INFORMATION ON MATERIALS AND METHODS OF USE TO THE ARCHITECTURAL PROFESSION AND THE BUILDING INDUSTRY."

To give members of The Institute the opportunity to review current product literature and indicate the type of data, technical and practical information which best serves the requirements of the architect in the selection and specifying of building products it is further provided:

"The Institute and The Council shall jointly conduct periodic competitions to determine the best examples of advertising, sales literature, catalog, and technical literature published during the year, and shall publish the analyses of the jury's decisions as guides to good product and application presentation."

*Product Presentations Are Not All "Technical:"* In considering the PROGRAM for the first of these "Competitions" The Joint Committee of The Institute and The Council recognized the fact that many product presentations are intended to attract reader attention, including that of the architect, and to publicize a product, and its maker, rather than to furnish the technical information necessary for an appraisal of the product or the technics of its installation or use.

*Material to be Considered:* For this reason descriptive literature to be considered in the first of these product literature competitions is limited to direct-mail descriptive, promotional, and technical literature directed to architects, including catalogues and presentations in Sweet's Architectural File and in The Producers' Council's BULLETIN. It excludes only space advertising in architectural or other publications.

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